

Keith-Brien Co

Store Opens Saturday 8:30 a. m.; Closes at 9 p. m.

CONFERENCE AND FAIR EXCURSIONISTS--THE BIG SHOPPING SATURDAY OF THE YEAR!

Look at These Waist Values

Notice the former and reduced prices—they cannot be duplicated elsewhere.

Lingerie Waists—Values to \$5.95 for 95c
Linen Tailored Waists—Values to \$2.75 for \$1.25
Crepe de Chine Waists—Values to \$7.50 for \$1.95

A large group of waists in authoritative styles. Made from popular materials in the colors and patterns best liked. There are all sizes and an ample supply.

Tailored linen and semitailored waists—all smart styles—all sizes. Regular \$2.75 values for \$1.25.

Crepe de chine blouses; also a number of smart chiffon blouses. All colors and sizes. Values up to \$7.50, to close out at \$1.95.

Lingerie waists—We have grouped a number of styles—odds and ends of high priced waists—which we will close out at 95c. Both high and low neck styles. Values up to \$5.95.

Brass and Iron Beds

An Elegant, New Assortment at Reduced Prices

\$22.50 BRASS BED FOR.....\$18.00
\$29.00 BRASS BED FOR.....\$23.20
\$32.50 BRASS BED FOR.....\$26.00
\$15.00 VER-MARTIN GILT FOR...\$12.00
\$15.00 WHITE IRON BED FOR....\$12.00

To reduce prices on a new shipment of handsome brass beds such as these is an unusual proceeding, but to bring the crowds to the store Saturday and to feature the Furniture Section, these special prices have been made.

COFFEE

A splendid blend of coffee—sells usually for 40c a pound can, but for a special Saturday Feature it will be 29c per pound can.

PURE OLIVE OIL

\$1.25 quart can for 75c.
\$2.25 two-quart can for \$1.45.
\$4.25 four-quart can for \$2.85.

Camisole Laces

The Latest Novelty in Laces

Used for making combination suits, corset covers, petticoats and lace underbodies. Value 35c yard. Special for 25c yard.

White Goods and Linens SATURDAY SPECIALS

Nainsook—A fine grade of pure white nainsook with Sea Island finish. This is a bona fide sale of perfect goods. Full 36 inches wide, fine quality; was 18c a yard. Reduced for Saturday only to 9c yard.

Dish Washing Cloths—Knitted cloths for washing dishes—the most sanitary cloth known for this purpose. Former price 6 1/4c each; Saturday only for 3c each.

Damask Squares for breakfast or luncheon cloths. They are all pure linen, pure white, are all small, neat designs and have border all around the cloth. 36x36 inch size, were 85c each, reduced to 45c each. 45x45-inch size, were \$1.25 each, reduced to 65c each.

READ THIS:

Decorative Linens, including drawn work scarfs and squares, Battenberg centerpieces, lace trimmed scarfs with drawn work center, and cluny lace centerpieces. Were \$2.00, \$2.50 and \$3.00 each; reduced for SATURDAY ONLY to \$1.25 each.

SWEATERS

For Men and Women, Boys and Girls. 95c to \$12.00

Handsome, roomy, wool sweaters and sweater coats. A large variety of popular colors and styles. Girls like the mannish models—and for warmth and comfort there is nothing just like them. Prices range from 95c to \$12.00.

UNDERPRICED MERCHANDISE SQUARE

\$1.25 Silk Gloves for 35c

Two-clasp silk gloves—only 40 dozen of them. Splendid glove to wear with Fall suits. Colors are—tan, brown, mode, purple and sky.

We meet the occasion—by understanding the trade and assembling for their inspection merchandise of worth and style. Visitors to Salt Lake come to purchase those things which their local stores do not carry. They come for good merchandise—not cheap qualities—they want style, they want novelties, they want individuality.

Hundreds of our out-of-town customers tell us these facts—their purchases emphasize it.

Women who live in small towns within a radius of a few hundred miles look to Keith-Brien Company for something nice in the line of apparel—for savings on large purchases—and we never disappoint them.

Visitors are most welcome. The size of the store will surprise those seeing it for the first time—the quiet richness will appeal to them while our reasonable prices and our uniform courtesy will delight them.

Jewelry Novelties for Saturday

Dainty little "Robespierre Bows" with sterling silver buckles set with pure white rhinestone. Regular 75c; reduced to 25c.

6-inch unbreakable mesh bags with Pay as You Enter coin holder—German silver frames, which are copies of sterling silver models. \$4.45 values reduced to \$3.35.

A pretty little vanity and card case made just like the sterling silver ones. Our regular 75c vanity for 50c.

A Christmas Suggestion—

Brooches and collar pins of sterling silver and sterling silver 14 K. gold plated. Set with the choicest of white stones or the combination of white stones, rubies, sapphires, amethysts, emeralds or pearls. These are the real values—\$6.95, \$7.95, \$8.95, \$10.95, \$11.45, \$16.95. Your choice for \$3.45.

A beautiful assortment of jewelry novelties in collar pins. Values to \$2.75. Your choice for 75c.

Another Christmas suggestion. Sterling silver lavallieres set with the very best grade of rhinestones possible to obtain. They are under the jewelry stores at \$9.45, \$11.45, \$13.45, \$14.45, \$16.45 and \$18.45—your choice for \$3.45.

Beaded bags, every well dressed woman of an evening or a Sunday should carry a small vanity, a small silk bag or a beautiful beaded bag. Our beaded bags, values to \$5.00; for \$1.75.

A genuine pin seal hand bag, the popular small shapes; gilt, nickel or gun metal frames; silk lined and well fitted; a bag that is well worth \$5.00—Saturday only—\$2.45.

Women's belts in medium widths, black and all colors; this kind of a belt is always worn. Values up to \$1.50; reduced to only 50c.

Good News Concerning Fall Underwear

A new shipment of STERLING KNIT Underwear, has just arrived in white and flesh colors. All silk union suits in Dutch neck, long sleeves and ankle length. Price, \$10.00.

All-silk union suits, low neck and no sleeves, ankle length. Price, \$9.00.

Silk and wool union suits in high neck, long sleeves, and ankle length. Price, \$4.50.

Silk and wool union suits in low neck, elbow sleeves and ankle length; also low neck, no sleeves and ankle length. Price, \$4.00.

Pure wool union suits in white and natural colors—high neck, long sleeves, and ankle length. Price, \$4.00.

Silk and lisle union suits—high neck, long sleeves, ankle length; Dutch neck, elbow sleeves, and ankle length; low neck, no sleeves and ankle length. Price, \$3.75.

Women's silk and cotton union suits—high neck, long sleeves and ankle length. Regular \$2.75—special \$1.75. In one size only, bust measure, 38 (or size 8).

Women's Cotton Union Suits, Special \$1.00

Women's fleeced union suits—high neck, long sleeves and ankle length. Special, \$1.00.

Women's fleeced union suits in all styles—Special, \$1.25.

Women's cotton vest, high neck and long sleeves; high neck, elbow sleeves; low neck and no sleeves; and low neck and cap sleeve. Regular 50c—special, 39c.

Prices Are Low in the Basement Store for Saturday

Here are a few of the money saving items to be found downstairs. You will find many more values on good, dependable merchandise which are not mentioned here. Go down to the Basement Store Saturday and economize.

Japanese boxes and trays, many sizes and kinds. Values from 25c to \$2.50, for 19c.

A one-pound can of talcum powder, regular 25c for 3c.

Men's pure linen handkerchiefs, with 1/4-in. hem; regular 15c each, for 10c; 3 for 25c.

Women's cotton handkerchiefs, assorted patterns. Regular 10c value for 5c.

18-inch embroidered-lace; regular 25c a yard for 12 1/2c.

Shadow laces—widths from 3 to 8 inches. Big assortment of patterns. Regular price from 15c to 35c a yard for 10c.

Windsor ties, variety of colors—regular 25c values for 10c.

Women's and misses' short flannelette skirts; regular 35c values for 25c; 40c values for 35c; 50c values for 39c.

Women's flannelette night gowns; regular \$1.00 for 69c.

Children's white and colored flannelette gowns; regular 35c value for 25c.

Infants' white flannelette jackets trimmed with pink or blue; regular 25c value for 19c.

Aprons, either white lawn or colored gingham—regular 25c and 19c values for 10c.

Kitchen aprons. Made of amoskeag gingham; full size; with bib. Regular 35c value for 25c.

Over-all calico aprons, all light colors. Regular 75c for 45c.

Over-all kitchen aprons with dust cap, made of percale, in light colors; regular 85c for 69c.

The same apron made of amoskeag gingham; regular \$1.00 for 69c.

Women's taffeta silk skirts in all colors. Values to \$3.95 for \$2.29.

Women's jersey top silk slips in many dainty colors; values to \$5.00—\$3.29.

Infants' cashmere hose in blue, red, tan and black; regular 25c; Basement Store price, 15c.

Misses' and children's mercerized hose in black and white and all colors; regular 35c; Basement Store price, 15c.

Misses' and children's black cashmere hose with natural gray heel and toe. Regular 25c a pair. Basement Store price, 15c.

Men's extra heavy wool hose in tan and navy blue; regular 35c. Basement Store price, 19c.

Shoes---Basement Store

Women's patent leather button shoes with fancy tops. Values to \$7. Basement Store price, 95c.

Men's shirts, made of Cherry valley flannel, with soft collar. Colors: Navy blue, gray and brown. Worth \$1.50. Basement Store price, 98c.

Dress Goods---Basement Store

36-inch mannish suitings, in stripes and checks, suitable for school and street dresses; this season's goods. Values 50c and 65c a yard—33c.

36-inch black and white check suitings, 32 to 36-inch novelty plaid suitings and 36-inch Danish popular cloth in all colors. Values are from 40c to 60c a yard. The entire lot at 25c yard.

Women's Suits---Basement Store

A little assortment of children's coats—24 IN ALL. Red and blue flannel, blue serge, and fancy gray and tan mixtures. Values from \$3.95 to \$7.50—\$2.45.

Our \$9.95 Coats are sold elsewhere for \$15.

Our \$11.75 Coats are sold elsewhere for \$20.

Women's suits in blue, black and brown serges and fancy mixtures. Suits that are positively sold elsewhere for \$15.00 that we sell regularly for \$9.95. Saturday only—they will be—\$7.95.

Waists---Basement Store

A beautiful assortment of 100 lawn waists. Low neck and short sleeves or low neck and long sleeves. The values are \$2.50—have sold for \$1.95—Saturday only they will be 49c.

Millinery---Basement Store

Our \$4.95 Hats for fall are becoming very popular. The real values are up to \$10.00—for \$4.95.

Men's Shirts---Basement Store

Men's coat shirts, light or dark colors, cuffs attached—all sizes. Sold elsewhere for \$1.00—basement price, 48c, 69c and 79c. Choice of the three lots as an extra inducement to come to the Basement Store—39c.

75c to \$1.50 Collars for 25c

A very large variety of net, silk and lace collars and collar and cuff sets. White and cream, and also all the new shades of the season. Values from 75c to \$1.50—your choice for 25c.

Women's Tan Shoes

\$6.00, \$5.00, \$4.00 and \$3.50 Values

\$2.95

SATURDAY ONLY

Now to buy new fall shoes cheaply.

Not cheap shoes, but some of the best made—by such manufacturers as Wright & Peters and E. C. Burt Co.

There are Russia tan calf, lace or button, and chocolate kid in button. This price is for SATURDAY ONLY—don't miss this chance.

DOMESTICS

Windsor Kimono Plisse Crepe—These are the very newest crepes for kimonos, night dresses or children's wear. All the new small designs in both floral and Bulgarian effects; 32 inches wide. Regular price 25c a yard. SATURDAY ONLY—15c yard.

Crepe de Chine—This is a silk and cotton fabric that has the appearance of the all silk goods and is much less in price. Very desirable for party and dance frocks owing to that soft, clinging effect which is so essential. All colors; 40 inches wide. Regular price 75c yard. SATURDAY ONLY—55c yard.

Wool Challies—For school dresses and house gowns. Neat figures and stripes—3 inches wide—were 50c a yard; reduced to 25c a yard.

Devonshire Cloth—The "Sunproof" and "Tubproof" fabric. Absolutely fast color—extra strong and serviceable. Fine for children's school clothes. 32 inches wide and sells everywhere for 22 1/2c and 25c a yard—on sale SATURDAY ONLY for 15c yard.

Is Your Boy Dressed Right?

Do his clothes weaken or strengthen his appearance. Are they hand tailored to fit or machine made to "throw on"? We feature a line of high grade suits; hand tailored and guaranteed in every respect. Prices are \$7.50, \$10.00, \$12.50 and \$15.00.

They are made from the latest imported and domestic fabrics in the most recent models. We recommend them and know each suit will prove satisfactory to the smallest detail.

The Junior Norfolk for boys 4, 5, 6, 7 years of age, is very popular with the little fellows. Price, \$5.00, \$7.50, \$10.00 and \$12.00.

Boys' sweaters in red, blue, gray and brown. Ages 6 to 14. 85 cents to \$5.00.

For School--For Play--Buy a "Rufwear" Suit

The name of these suits is an indication of their stability. They are built to give good service and especially for the school boy who loves outdoor life and fun. There is an extra pair of trousers with each suit. Prices: \$3.50, \$5.00 and \$6.00. Each suit has our guarantee to give absolute satisfaction.

BOYS' HATS

The Boys' Hat Section has the most complete and pleasing assortment of hats for boys of all ages. Prices are moderate—styles are the latest. Beaver and Velour Hats, \$3.00, \$3.50 and \$5.00. The latest feature in beaver hat is the rah-rah styles.

Rah-rah Hats in chinchilla, plush and cloth, 75c to \$1.25.

Complete stock of felt hats in all colors and styles.

BOYS' SHIRTS

You will like these manlike shirts for your boy. They will look so well on him. They are made from durable fabrics in designs suitable for boys.

BOYS' RAINCOATS

Guaranteed to turn water. Just the thing for this weather. Prices: Ages 4 to 10—\$5.00; ages 11 to 14—\$6.50; ages 15 to 18—\$7.50.

BOYS' OVERCOATS

A splendid assortment of warm coats for boys—now is the time to buy, before Winter is really here.

MEN'S SHIRTS

\$1.50, \$1.75 and \$2 values for \$1.35

These good shirts are reduced as a special feature in the Men's Section for Saturday only. They are our regular stock and are made by such firms as Cluett & Peabody (Arrow Shirts) and Yorke Co.—new fall patterns in flannel, pleated or negligee bosoms, French or starched cuffs; \$1.50, \$1.75 and \$2.00 values for \$1.35.

The Men's Section is particularly well supplied with underwear for the colder weather. They have Cooper's in two-piece and union suits; also Lewis' in union suits. These are the country's leading underwear manufacturers. You will like these undergarments, for they are comfortable, well made and warm.

As a special feature for Saturday we have a group of heavy, fleecy lined, two-piece underwear, which will be sold at a very special price of 55c per garment.